

TOWN OF TOPSHAM
TEMPORARY STREET BANNER
PERMIT APPLICATION

Proposed banners must announce a Topsham held function or event which is of town-wide interest or importance. Only non-profit organizations are permitted to apply.

Date: _____

NON-PROFIT ORGANIZATION STATUS: Provide Employer Identification Number (EIN) *or* Organization Legal Name *or* Provide IRS Nonprofit Organization status document (may be found at this link <https://apps.irs.gov/app/eos/>)

Applicant: _____ Phone or email: _____

EMERGENCY CONTACT (available 24/7): _____ Phone Number: _____

Installer: _____ Phone Number: _____

Maximum time allowed for a banner to be hung is 10 business days for an event of three consecutive days or less or fifteen business days for an event which is four consecutive days or more.

Event Date(s): From: ____/____/____ To: ____/____/____

Requested BANNER installation dates: From: ____/____/____ To: ____/____/____

**** The Town reserves the right to remove and/or substitute another organizations banner without notice****

Is this event open to the public? YES // NO Where will the event take place?

What is the expected attendance?

Describe the event:

****INSURANCE COVERAGE REQUIRED WITH APPLICATION****

- A certificate of liability insurance is required covering the installation, hanging, and removal of the Banner. The certificate must name the Town of Topsham as a certificate holder and must provide with this application, ***applications will not be processed and installation dates will not be reserved without insurance certificates.*** See *INSURANCE* below.

THE APPLICANT IS A NON-PROFIT ORGANIZATION WHO AGREES TO CONSTRUCT, INSTALL, MAINTAIN AND REMOVE THE BANNER IN ACCORDANCE WITH THE TOPSHAM STREET BANNER POLICY AT THE APPLICANT'S EXPENSE. THE APPLICANT AGREES TO INDEMNIFY AND HOLD THE TOWN OF TOPSHAM AND ITS EMPLOYEES HARMLESS FROM ANY CLAIMS ARISING OUT OF THE CONSTRUCTION, INSTALLATION, MAINTENANCE AND REMOVAL OF THE BANNER AND THE USE OF THE LINE ACROSS MAIN STREET INCLUDING, BUT NOT LIMITED TO, DAMAGE TO PROPERTY OR PERSONAL INJURIES SUSTAINED BY THE APPLICANT OR THIRD PARTIES CASUALLY CONNECTED TO THE APPLICANT'S USE OF THE TOWN PROPERTY.

Applicant Signature: _____ **Printed Name:** _____

FOR OFFICE USE ONLY

FEE: \$30

- VISION

NONPROFIT STATUS VERIFIED: YES (ATTACHED) / NO

APPROVED / DISAPPROVED; CEO SIGNATURE: _____ DATE: _____

Permit Conditions / Comment

Town of Topsham
Street Banner Policy

Temporary Street Banners:

Temporary street banners on the poles provided on lower Main Street shall be allowed by permit only. Only non-profit organizations are permitted to apply. The proposed banner must announce a Topsham function or event which is of town-wide interest or importance. The installation and suspension of such banners must meet all relevant State and local safety requirements. Additionally, the banners must pose no adverse effect to property or to the health, safety or welfare of the general public. The Town of Topsham, its departments and agencies shall be exempt from these guidelines.

Permit Process:

- All permits are on a first come first serve basis, except permits will not be processed earlier than six months prior to an event and in the event of competing applications for the same time period, the application for the event with larger expected attendance will be granted.
- The applicant shall submit a permit application to the Codes Enforcement Office within 10 business days of when the banner is to be hung.
- The applicant shall provide (on the application) a sketch showing the dimensions, method of installation, materials and text of the proposed banners. **(See “Design Specifications” section below for banner requirements)**
- The applicant shall be required to pay a permit fee
- In granting permission to install banners over a public way, the Code Enforcement Officer shall establish the dates of installation and removal.

Requirements:

General:

- A Permit Fee of \$30 shall be included with all applications
- Maximum time allowed for a banner to be hung is 10 business days for an event of three consecutive days or less or fifteen business days for an event which is four consecutive days or more.
- Banner must be removed within 24 hours of specified removal date
- If there is a product sponsor (s), logos shall not exceed 25% of the banner in total.
- One permit for each event only. If a banner is to be hung multiple times throughout the year, an individual permit for each time must be obtained and an application for a subsequent display may not be filed until the banner has been taken down from the previous display.

Installation:

The applicant is responsible for arranging for the installation of any banner, including costs to contract for any equipment which may be required. Any application for a temporary street banner must include the name and contact information of the installer, including evidence of liability insurance of at least \$1,000,000, with the Town of Topsham listed as an additional insured.

The Town may create a list of preferred vendors who have demonstrated the capacity to safely work over a public way.

Traffic:

The applicant is responsible for ensuring that the flow of traffic in the area is not unduly restricted during the installation. The promoter is also responsible for ensuring the public safety on the road during installation. The town reserves the right to require the applicant to furnish a police officer to guarantee these goals.

Design Specifications:

SIZE and HANGING MATERIAL REQUIREMENTS:

1. Width: (Minimum) 20 Feet. (Maximum) 30 Feet
2. Height:(Minimum) 34 Inches. (Maximum)42 Inches
3. Clips: All banners will have grommets with attached carabiner snaps (large size) placed every 18 inches near to the edges of top and bottom of banner.
4. Tie Downs: 2 “D” style hooks will be placed on each corner of banner to attach to tie downs already at the banner site. Do not send ties with banner.
5. Wind Deterrents: Banner will have wind flaps cut into it every 3 feet, approximately 5 inches in height and width.
6. Material: Banner will be made of tear resistant material.
7. Banner must be a single unit. At no time will two banners be hung together to make one unit. (It is unsafe during windy conditions)

The Fire & Rescue Department reserves the right, in accordance to these guidelines, to deny any banners that do not meet these standards or are deemed unsafe.

Maintenance:

The applicant is responsible for ensuring that all banners are properly installed and that they are properly maintained so as to prevent any traffic hazard or public nuisance. The town reserves the right to order the removal or repair of any banner that becomes twisted or undone, becomes unsafe in its hanging or becomes torn or tattered. The Town reserves the right to remove any banner at the expense of the applicant which poses an immediate or potential hazard.

Removal:

It is the responsibility of the applicant to remove any banner on or before the specified removal date. A removal date will be determined in advance by the Code Enforcement Officer. In the event that storm conditions are predicted which could result in a banner posing danger to persons or property, the Code Enforcement Officer may order temporary removal of the banner until the storm has passed.

Insurance:

The applicant must furnish the Town with written evidence of liability insurance naming the Town of Topsham as an additional insured in the amount of \$1,000,000 to cover any claims for damages and/or injuries that might arise as a result of the installation, presence, or removal of a

temporary street banner over a public way or pole banners within the public way. This proof of insurance must be provided with the permit application.

Enforcement:

Upon receipt of the permit application it shall be reviewed for compliance by the Code Enforcement Officer. The Code Enforcement Officer shall review the installation for compliance with the stated guidelines. If the Code Enforcement Officer finds that a Temporary Street Banner or Pole Banner is in violation of these guidelines or that any banner is hazardous to public health or welfare, the Code Enforcement Officer or designee is authorized to notify the applicant to correct the violation or remove the banner and the Code Enforcement Officer or designee may correct the violation or remove the banner at the applicant's expense.

Review:

This policy shall be reviewed as needed, but at least every five years.

Approved by Board of Selectmen: 4/7/2016

Reviewed and Amended: 9/19/2024